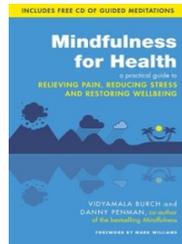


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Mindfulness for Health wins BMA Book Award / Popular Medicine



Vidyamala Burch, co-author of 'Mindfulness for Health, a practical guide to relieving pain, reducing stress and restoring well-being', has won the BMA award for Popular Medicine, the category in the 2014 Medical Book Awards for books aimed at the general public.

Vidyamala is founder and director of the internationally recognised, mindfulness-based pain management (MBPM) social enterprise in Manchester, Breathworks, and is one of the most widely respected names in the field of mindfulness and pain management.

BMA Librarian and Judge of the Popular Medicine Category, Jacky Berry said of 'Mindfulness for Health is an excellent book which guides the reader through an interesting and enjoyable mindfulness course but also brings the practice to life with inspiring personal stories of people who have benefited from mindfulness techniques. I will most definitely recommend this book: in fact people who saw me reading it asked if they could borrow it!"

Vidyamala, who suffered two serious spinal injuries that left her in severe chronic pain and with partial paraplegia, developed the Mindfulness for Health MBPM programme over ten years, largely through trialling it upon herself. The resulting programme, which has helped thousands of people, combines a modern, scientific view of pain with the ancient practices of meditation and mindfulness.

This Breathworks MBPM programme is accessible to anyone through the pages of 'Mindfulness for Health'. Vidyamala, said: "Winning this award is a tremendous boost and acknowledgement for all the work that the Breathworks team has done over the years and it is a great endorsement to be recognised by the BMA.

I hope that this award for Mindfulness for Health means that mindfulness will reach many more people who live with pain, and give them the opportunity to live rich and fulfilling lives again, free from suffering."

'Mindfulness for Health' is co-authored with best-selling writer Dr Danny Penman, the book and accompanying CD reveal a series of simple practices that take between 10 to 20 minutes and can be easily incorporated into daily life.

37 year old, Anu Gautam, Manchester who is in recovery from bone marrow transplant and chronic fatigue, said of the Mindfulness for Health programme: "At the age of 26, I was diagnosed with advanced stage Hodgkin Lymphoma. Through mindfulness, I can see patterns in emotions and thoughts that would previously overwhelm me; this is huge and my suffering has reduced drastically.

"I am now liberated to make more positive choices – such as going for a bone marrow transplant and I feel as though I am healing myself, rather than just waiting for a doctor's opinion. I now live my life with a sense of meaning and joy."

Vidyamala continued: "The motivation behind this book is remembering myself as a young woman in hospital, in terrible pain and with my life and body in crisis. I didn't know where to turn and had to figure it all out by myself. Now, I can offer a helping hand to people who find themselves in a similar situation of pain and illness.

"Hopefully, through reading and following the Mindfulness for Health programme, others won't have to go through the terribly lonely journey that I was on for so many years. Mindfulness completely transformed my life."

www.breathworks-mindfulness.org.uk/mindfulness-for-health-book-ressources

Ends.

For more information, interviews and copies of Mindfulness for Health, please contact Elaine Brass, 07951 989 588, elaine.brass@breathworks.co.uk

Notes to editors:

1. Piatkus Publishing, £13.99 ISBN: 9780749959241
2. Chronic pain is a major and growing problem – an estimated 20 per cent of the UK, 12 million people, suffer from pain, and a further 50 per cent of those live with the added anguish of depression. Clinical trials have shown mindfulness meditation to be at least as good as the main prescription painkillers. Research shows that only a few weeks of mindfulness can roughly halve 'pain unpleasantness', while accomplished meditators can see reductions in pain of over 90 per cent.
3. This MBPM programme works by turning down the 'volume control' in the brain's pain circuits, through mindfulness and meditation, a process actually visible on a brain scanner, which also reduces stress, relaxes the mind and body, enhances the immune system and kick starts the body's healing networks.
4. Vidyamala Burch is founder and co-director of Breathworks, an organisation offering mindfulness-based and compassion-based approaches to living well with chronic pain, illness and stress. In 2008 Vidyamala wrote 'Living Well with Pain and Illness: using mindfulness to free yourself from suffering' (Piatkus) which is based on the Breathworks programme. Vidyamala has also produced guided meditation CDs and booklets available through Breathworks Shop. Vidyamala is an internationally known author with her book 'Living Well with Pain and Illness' published in twelve different languages.

5. Dr Danny Penman is an award-winning journalist and author. He has worked for the BBC and The Independent newspaper and is a feature and comment writer for the Daily Mail. Danny holds a PhD in biochemistry and a postgraduate diploma in newspaper journalism. He is co-author of the bestselling 'Mindfulness: a practical guide to finding peace in a frantic world' (Piatkus). www.franticworld.com, Twitter: @DrDannyPenman.
6. Breathworks' mission is to help people living with pain, stress and illness to lead happier, healthier lives. We are internationally recognised leaders in Mindfulness Based Pain Management (MBPM), providing *Mindfulness for Health* and *Mindfulness for Stress* programmes. Breathworks is a 'not for profit' social enterprise, registered in England and Wales with Companies House and the Community Interest Company Regulator. Vidyamala set up the Breathworks Centre in Manchester to teach the programme to others. There are now Breathworks trainers in 15 countries and the organisation has helped tens of thousands of people find relief from chronic pain, illness and stress.
7. Breathworks has a network of accredited trainers across 15 countries helping thousands of people, UK patients are regularly recommended to Breathworks by NHS doctors and specialist pain clinics.
8. Health Survey for England 2011.
9. According to a 2009 report by the Chief Medical Officer, 49% of those affected by ongoing pain also suffer from depression
10. Journal of Neuroscience, 2011, Fadel Zeidan – Brain Mechanisms supporting the modulation of pain by mindfulness meditation.